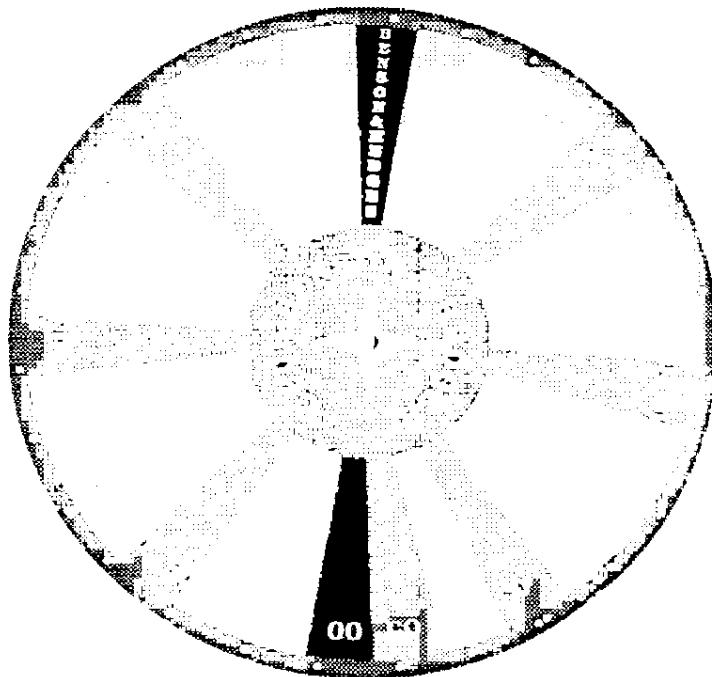


CLUB BENSON & HEDGES "WHEEL OF PRIZES"

Instructions



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— Instructions —

**CLUB BENSON & HEDGES
"WHEEL OF PRIZES"**

In order to further motivate adult smokers 21 years of age or older to visit the BENSON & HEDGES booth and to provide them with excitement once they get there, we will be featuring the Club Benson & Hedges "Wheel of Prizes." The Club Benson & Hedges "Wheel of Prizes" offers a unique element that will not only make the BENSON & HEDGES booth the excitement of this event but will also make your job more enjoyable and fun.

**How the Club Benson & Hedges
"Wheel of Prizes" Works**

1. When an attendee approaches the BENSON & HEDGES booth, you will verify that that person is 21 years of age or older and is a smoker (see Surveyor's Manual).
2. Once it is verified that the person is a smoker, 21 years of age or older, you will hand them a survey card to fill out. You will inform the adult smoker that filling out the survey card qualifies them to spin the Club Benson & Hedges "Wheel of Prizes" for a chance to win an exciting prize. The attendees will be informed that they are only eligible to spin once during the duration of the event. It is your responsibility to monitor the procedures to make sure an attendee does not fill out more than one survey card.
3. Once the adult smoker has filled out the survey card, they are given a token and directed to the line of token holders who are waiting to spin the Wheel. When that person is next to spin the Wheel, his/her

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token will be taken by a surveyor and they will spin the Wheel. You will be instructed by your supervisor where to put the tokens once collected from qualified spinners.

4. The Wheel will stop on one of the 32 spaces on the Wheel. The number the Wheel stops on corresponds to a prize on the display unit displaying the prizes. Each prize will be marked with a number that corresponds to that number on the Wheel (Note: some prizes will have more than one number). For example, if the spinner lands on 04 and a Walkman Holder is displayed with the numbers 04 and 07 under it, that person wins a Walkman Holder.

The BENSON & HEDGES space on the Wheel (on the display unit the prize is indicated as "B&H") is considered the BIG or GRAND prize. For example, if a person spins and lands on the BENSON & HEDGES space they will win a jogging suit or jacket. IMPORTANT NOTE: There will only be a limited number of "big" prizes for those who land on the BENSON & HEDGES space. It will be your supervisor's job to replace prizes whenever appropriate, i.e. if we run out of the grand or BENSON & HEDGES prize.

5. After the spinner is given the prize they have won according to where they landed on the Wheel (by a surveyor who retrieves that prize from an indicated box of inventory—NOT from the display unit), each spinner is to be thanked for participating in the "BENSON & HEDGES Wheel of Prizes."
6. During all down-times or slow periods you are to maintain the integrity of the booth in the following ways: reorganize prizes (when necessary), check neatness of the the display unit, clean up the booth (making sure it is clear of litter and all debris), etc.

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